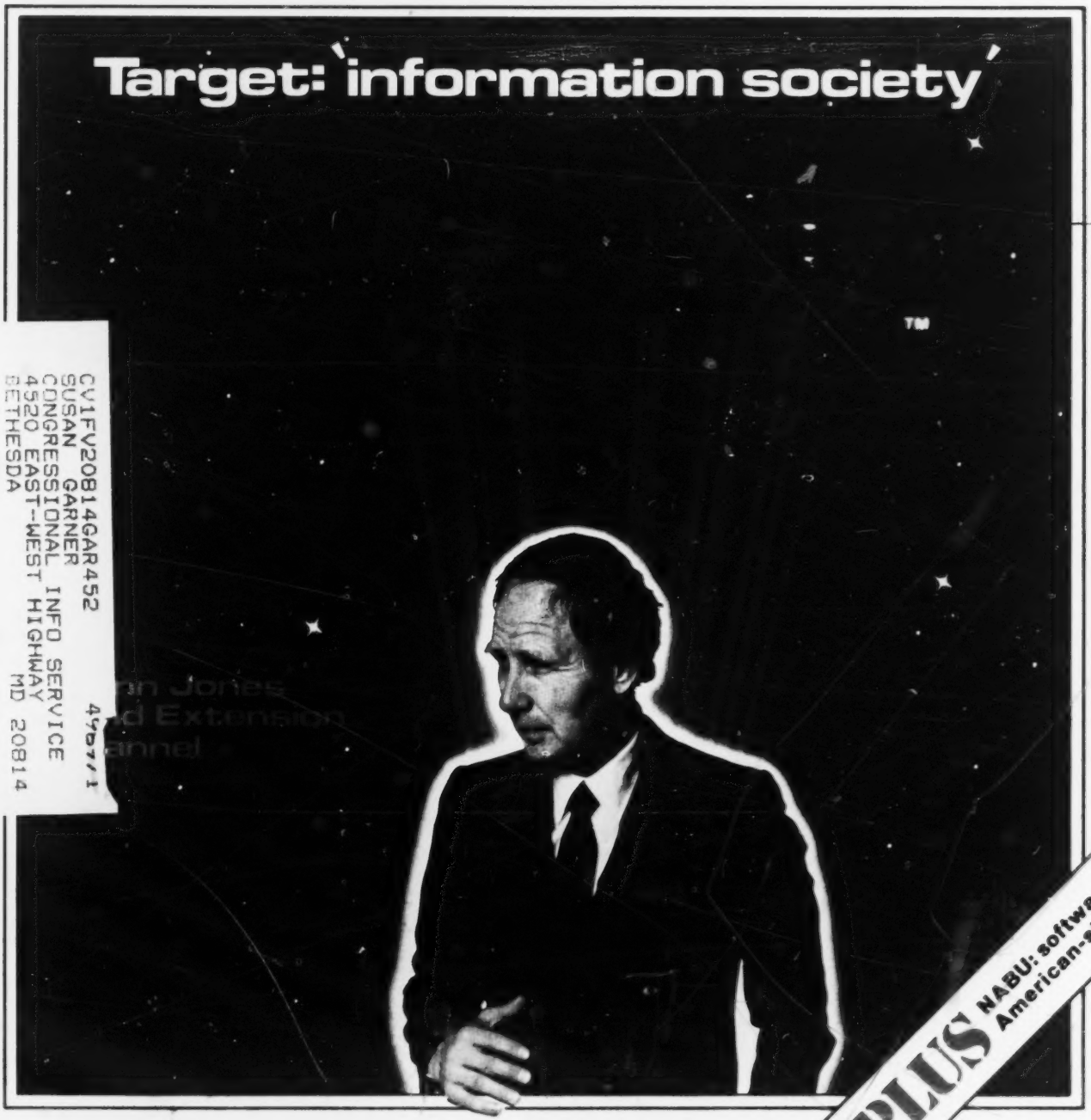
- Lifetime, Arts & Entertainment nets debut
- Philly's new mayor orders new round of bids
- TCI considers polygraph tests at Sunnyvale
- SPN turns five, looks to music video spin-off

CableVision

The news and features weekly of the cable television industry

February 6, 1984

Target: information society



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CableVision February 6, 1984, Volume 9, Number 23

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NWPA ABP VBPA

Council for Cable Information President Kathryn Creech addresses commercial testing plan.

Testing CCI commercials

Erickson rolls out tests of CCI's cable image-building commercials in five markets. **Leading the week, pages 15-20.**

Lifetime, A&E debut

Lifetime and Arts and Entertainment reveal their marketing and sales strategies as each new service sets sites on a Feb. 1 launch. **Leading the week, pages 15-20.**

Philly mayor orders new bids

Philadelphia's City Council wins its cable skirmish with the city's administration as newly elected Mayor W. Wilson Goode throws out the current bids and instructs the Council to select the winners in the next round of bidding. **Leading the week, pages 15-20.**

Fourth quarter earnings drop

American Express reported a net loss for the fourth quarter after experiencing larger than expected losses at its 50 percent-owned cable unit. Meanwhile, suppliers including Times-Fiber and C-COR Electronics had depressed earning reports compared with year-before levels. **Leading the week, pages 15-20.**

New slant on VCR ruling

The Supreme Court's decision to uphold the rights of VCR manufacturers and users could help out cable on another front. One cable leader figures that fighting the issue in Congress may keep MPAA President Jack Valenti so busy he won't have time to fight cable on copyright fees. **Leading the week, pages 15-20.**

Five years of SPN

Celebrating its fifth anniversary, as a basic, ad-supported and profitable service, SPN plans to expand in '84. **Page 21.**

'Music Vision' reviewed

CableVision critic Robert DiMatteo takes a look at 'Music Vision', a new, independently syndicated video music show that is targeted to attract an upscale, 18- to 34-year-old audience. **Page 21.**

QUBE data released

Cable research compiled by QUBE was revealed at a recent ARF seminar. **Page 22.**

TCI mulls polygraph tests

Mandatory polygraph tests for all employees could be part of revamped operating procedures at TCI's Sunnyvale unit. **Page 39.**

Condor joins C-COR

C-COR will acquire the assets of Condor for an undisclosed amount in a deal expected to close Feb. 1. **Page 44.**

Cities fund H.R. 4103 fight

Cities and Counties for Cable, a bank account for lobbyists battling H.R. 4103, seeks no glory, just results. But results don't come cheap; it costs up to $20,000 to keep a lobbyist on the job for one month. **Page 45.**

FCC paperwork controversy

The FCC proposes to do away with registration statements required to add a broadcast TV station to program line-up. **Page 45.**

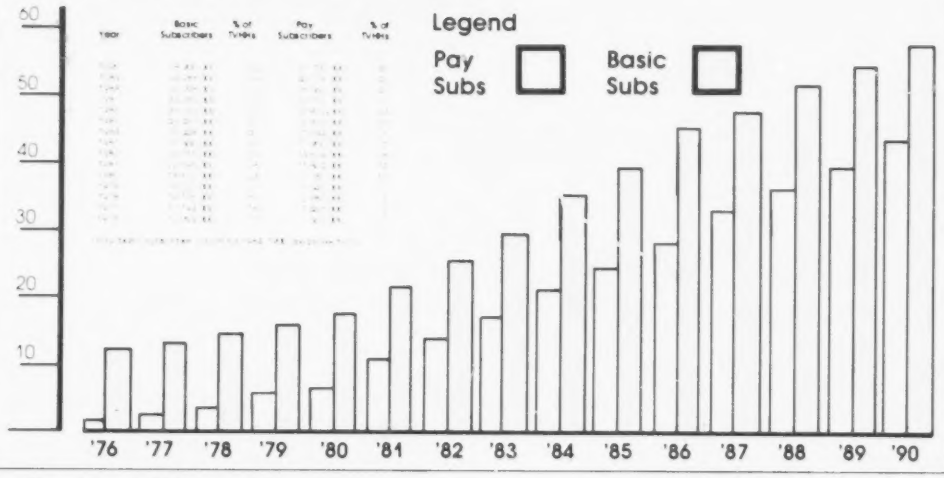
This week in PLUS

The selling of software is one of cable's newest aims. The personal computer market is small but upscale. Software firms don't hope for more than a few percentage points of penetration, but that should be a viable business, they say. One such venture is the NABU Network. The Ottawa-based company has just begun a test in Alexandria, Va. It expects its main market to be "professional software" for personal computers, including Visicalc-type programs and word processing equipment. Also available will be Logo, which will teach people with no computer background to use the machines; informational services, including news and later, hookups with Dow Jones and CompuServ; and games . . . Jones International has also entered the software market with its Mind Extension Channel. The ME Channel plans to offer financial services, electronic mail, educational packages, international databases and home banking. The service will work on a stand-alone basis or through cable. **Pages 23-38.**

Cablestats

Pay/basic cable growth

Source: ICR, Cable Information Service—a Titsch Communications division



Cable barometer

Television households (TVHH)	83,500,000
Homes passed by cable (HP)	53,641,000
Percent of TVHH passed by cable	64.2%
Basic cable subscribers	30,300,000
Percent of TVHH with basic cable	36.3%
Percent of HP with basic cable	56.4%
Pay cable subs	17,900,000
Percent of TVHH with pay cable	21.4%
Percent of HP with pay cable	33.4%
Percent of basic subs with pay cable	59.1%

Figures are as of Dec. 31, 1983

Satellite lineup

Satcom III-R (RCA Americom)

	Transponder
ACSN—The Learning Channel	16
AF News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)*	3
C-SPAN	19
Cable Health Network	17
Cable Jazz Network (audio service)	18
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	4
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)*	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Storytime (text)	8
UPI Cable News (text)	5
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	15
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)

	Transponder
Bizmet (Viacom)	16
Bravo (ESPN)	2
Financial News Network (CBS)	5
Home Sports Entertainment Dallas	4
Home Sports Entertainment Houston	11
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
QUBE (Warner Amex)	14
SCAN	3
SPN	3
Trinity	17

Satcom V—Launched 4th quarter 1982; no cable
Satcom I-R—Launched April 7, 1983; no national programming services
Satcom II-R—Launched Sept. 8, 1983; no cable

Westar IV (Western Union)

	Transponder
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)

	Transponder
The American Network	10X
AmSat/DCM	7D
ARTS and Entertainment	12D
BET	12X
Cable News Network	4X
CNN Headline News	6D
The Disney Channel (Wold Communications)	5X, 6X
Dow Jones	2X, 3X
Financial News Network	1D
Group W Satellite Corp.	7X, 8X, 11D, 12D
Madison Square Garden (Hughes TV Network)	8D
Nashville Network (Group W)	9D
SelecTV (Wold Communications)	3D
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)

	Transponder
Country Music Television	9H
ESPN	7V
ON TV	4V, 5V

Galaxy I (Hughes)

	Transponder
C-SPAN	13
The Disney Channel	20
Galavision (SIN)	20
Group W Broadcasting and Cable	2,8,12,22
HBO	1,3,17,19,21,23
SIN	6
Times Mirror	5,10
Turner Broadcasting	7,18
Viacom	14,16

Galaxy II—Launched Sept. 22, 1983; 1983; no cable
Galaxy III—Projected launch June 1984; 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984; 18 transponders 4/6 GHz, 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1*), Landmark Communications (1), Bonneville International (2*), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitlink (1/2), Southern Pacific Communications Co. (3*)
Spacenet II—Projected launch August 1984; 18 transponders 4/6 GHz, 6 transponders 12/14 GHz
Spacenet III—Presently being built

Note: A company name in parentheses following a service or network designates the transponder owner.
*Temporarily lost transponder space.
Source: ICR Cable Information Service—a Titsch Communications division

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc.[1]	2,772,600	(10/83)
2	American Television and Communications Corp.	2,256,000	(9/83)
3	Group W Cable	1,920,921	(12/83)
4	Cox Cable Communications Inc.	1,414,147	(12/83)
5	Storer Cable Communications	1,371,000	(12/83)
6	Warner Amex Cable Communications Inc.	1,362,000	(12/83)
7	Times Mirror Cable TV Inc.	907,029	(11/83)
8	Newhouse Broadcasting	788,123	(1/84)
9	Continental Cablevision	748,000	(12/83)
10	Viacom Cablevision	730,314	(1/84)
11	United Cable TV Corp.	610,000	(11/83)
12	Sammons Communications Inc.	566,929	(10/83)
13	Rogers Cablesystems Inc.	487,243	(1/84)
14	TeleCable Corp.	388,473	(12/83)
15	Cablevision Systems Development	376,000	(10/83)
16	Heritage Communications Group	367,736	(12/83)
17	Capital Cities Cable Inc.	349,852	(12/83)
18	UA Cablesystems Corp.	341,300	(1/84)
19	Comcast Cable Communications	336,100	(12/83)
20	General Electric Cablevision	321,214	(12/83)
21	Jones Intercable Inc.	285,621	(12/83)
22	Tele-Media	277,450	(12/83)
23	Prime Cable Corp.	268,647	(12/83)
24	Wometco Communications	256,940	(10/83)
25	Century Communications Corp.	251,179	(12/83)
26	Daniels & Associates Inc.	238,000	(11/83)
27	Center Cable Television Co.	236,428	(12/83)
28	Maclean Hunter Cable TV Ltd.	229,408	(12/83)
29	Multimedia Cablevision Inc.	225,120	(11/83)
30	TCA Group	208,000	(12/83)
31	Service Electric Cable TV Inc.	189,500	(1/84)
32	Colony Communications Inc.	177,637	(10/83)
33	American Cablesystems Inc.	172,000	(12/83)
34	Rollins Cable Vue Inc.	159,000	(11/83)
35	Western Communications	146,946	(1/84)
36	Tribune Cable Communications	145,023	(12/83)
37	Cable Vision Industries	144,560	(12/83)
38	Cablentertainment Inc.	139,698	(12/83)
39	McDonald Group	139,585	(6/83)
40	Adams Russell Telecommunications	123,506	(12/83)
41	Harron Communications Corp.	120,764	(12/83)
42	Communications Service Inc.	120,371	(3/83)
43	Midwest Video Corp.	114,415	(12/81)
44	McCaw Communications	114,000	(12/83)
45	Midcontinent Cable Systems[1]	111,571	(1/84)
46	Buckeye Cablevision	110,304	(12/83)
47	Televents Inc.	107,443	(12/83)
48	Sutton Capital Group	106,235	(8/83)
49	Adelphia Communications	105,263	(12/83)
50	Falcon Communications	100,000	(12/83)
51	Harris Cable Corp.	98,000	(12/83)
52	Communications Systems Inc.	94,935	(1/84)
53	Armstrong Utilities	93,090	(12/83)
54	Lenfest Group	87,398	(12/83)
55	Multi-Channel TV Cable Co.	84,000	(8/83)
56	Summit Communications	81,277	(11/83)
57	McClatchy Newspapers	80,184	(12/83)
58	King Videocable Co.	78,564	(12/83)
59	Total TV Inc.	78,000	(11/83)
60	Perry Cable TV Corp.	76,943	(12/83)
61	Greater Media	76,551	(10/83)
62	US Cable Corp.	75,000	(11/83)
63	National Telecommunications Co.	73,765	(9/83)
64	The Essex Group	72,587	(12/83)
65	WEHCO Video Inc.	71,951	(12/83)
66	Palmer Communications Inc.	70,812	(12/83)
67	Booth Communications	69,500	(11/83)
68	Ultracom Inc.	69,382	(1/84)
69	Omega Communications	68,000	(12/83)
70	Acton Corp.	67,622	(12/83)
71	Phoenix Communications	61,000	(12/83)
72	Sonic Cable TV	60,603[3]	(7/83)
73	Consolidated Cable Systems	59,865	(9/83)
74	Wabash Cablevision	59,000	(11/83)
75	Pencor Services Inc.	58,052	(9/83)
76	Marsh Media	55,186	(12/83)
77	Omni Cable TV Corp.	53,927	(11/83)
78	Clear TV Cable Corp.	53,387	(7/83)
79	Selkirk Communications	52,200	(1/84)
80	The Daily Press	52,000	(11/83)
81	Susquehanna Broadcasting	49,541	(12/83)
82	Helicon Corp.	42,600	(12/83)
83	Mattix Enterprises	41,710	(12/83)
84	Communicom	40,838	(12/83)
85	Dorrey Cablevision	40,038	(1/84)
86	Chambers Communications Corp.	39,877	(11/83)
87	Simmons Communications	39,638	(11/83)
88	Joseph Gans	38,901	(12/83)
89	United Video Management	37,500	(9/83)
90	National Cablesystems Inc.	37,035	(12/83)
91	Combined Cable Corp.	37,000	(1/84)
92	Harte-Hanks Communications	36,831	(7/83)
93	Masada Corp.	35,260	(12/83)
94	Scripps Howard Cable Services	35,000	(12/83)
95	MultiVision Group	32,321	(12/83)
96	Cable Holding Inc.	31,643	(12/83)
97	Wisconsin Cablevision and Radio Co. Inc.	31,605	(12/83)
98	Southern Cablevision	30,000	(4/83)
99	Mid America Media	28,242	(11/83)
100	United Broadcasting Company	28,000	(11/83)

Note: Subscriber counts were requested as of 12/31/83.
1 Number is an estimate.
2 Includes MetroVision, NewsChannels, Vision Cable.
3 Includes Tar River Communications.
4 Includes systems owned and with controlling interest.
5 Includes owned and partially owned systems.
Source: Subscriber counts are provided by the MSOs for ICR Cable Information Service, a Nash Communications division.

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, Calif.	Cox Cable	233,476	(11/83)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	220,000	(1/84)
3	Houston, Texas	Warner Amex	184,900	(1/84)
4	Manhattan, N.Y.	ATC	181,575	(9/83)
5	San Antonio, Texas	Rogers Cablesystems	166,341	(1/84)
6	East Orange, N.J.	Maclean Hunter	156,410	(12/83)
7	Wayne, N.J.	UA Cablesystems	127,000	(1/84)
8	Cincinnati area, Ohio	Warner Amex	110,500	(7/83)
9	Audubon, N.J.	NYT Cable	110,275	(1/84)
10	Tulsa, Okla.	United Cable	109,952	(11/83)
11	Rochester, N.Y.	ATC	103,300	(9/83)
12	Baltimore County, Md.	Cablec Cablevision	103,211	(12/83)
13	Erie County, N.Y.	Prime Cable	102,664	(11/83)
14	San Jose, Calif.	Gill Industries	100,300	(11/83)
15	Tidewater (Norfolk), Va.	Cox Cable	97,201	(10/83)
16	Austin, Texas	ATC	94,740	(9/83)
17	Honolulu, Hawaii	ATC	92,100	(9/83)
18	Seattle, Wash.	Group W Cable	91,200	(10/83)
19	Toledo, Ohio	Buckeye Cablevision	90,439	(1/84)
20	Orlando, Fla.	ATC	90,000	(9/83)
21	Jefferson Parish/Kenner, La.	Cox Cable	86,666	(10/83)
22	Central Isip, N.Y.	Viacom Cablevision	89,312	(10/83)
23	Jacksonville, Fla.	ATC	86,450	(9/83)
24	Englewood, Colo.	United Cable Corp.	85,384	(12/83)
25	Manhattan, N.Y.	Group W Cable	85,000	(10/83)
26	Greater San Juan, Puerto Rico	Harris Cable	83,000	(12/83)
27	San Francisco, Calif.	Viacom Cablevision	82,769	(1/84)
28	Grand Rapids, Mich.	General Electric	78,324	(12/83)
29	Dallas, Tx.	Warner Amex	77,200	(12/83)
30	Wilmington, Del.	Rollins Cable	77,100	(11/83)
31	San Diego, Calif.	ATC	76,550	(9/83)
32	Wichita, Kan.	Multimedia Cablevision	76,204	(11/83)
33	Seattle, Wash.	Viacom Cablevision	74,484	(1/84)
34	Pittsburgh, Pa.	Warner Amex	69,900	(7/83)
35	Richmond/Henrico County, Va.	Continental	69,800	(12/83)
36	Flint, Mich.	Comcast Cable	69,000	(12/83)
37	South Bend, Ind.	Heritage	65,161	(12/83)
38	Baton Rouge, La.	Daniels & Associates	64,511	(11/83)
39	Dade/Broward Counties, Fla.	Storer	63,000	(12/83)
40	Melbourne, Fla.	ATC	63,000	(12/83)
41	Santa Monica, Calif.	Group W Cable	62,200	(10/83)
42	Jefferson County, Ky.	Storer	62,100	(12/83)
43	Omaha, Neb.	Cox Cable	62,095	(10/83)
44	Columbus, Ohio	Warner Amex	62,000	(12/83)
45	Louisville, Ky.	Times Mirror	61,432	(11/83)
46	Suburban Tacoma, Wash.	Cable TV of Puget Sound	60,651	(11/83)
47	Phoenix, Ariz.	Times Mirror	60,579	(11/83)
48	Cleveland Heights, Ohio	Viacom Cablevision	60,560	(10/83)
49	Charlotte, N.C.	ATC	60,500	(10/83)
50	Oklahoma City, Okla.	Cox Cable	60,430	(12/83)
51	Buffalo, N.Y.	Cablescope	60,042	(12/83)
52	Allentown, Pa.	Service Electric	60,000	(1/84)
53	Snohomish County, Wash.	Viacom Cablevision	59,124	(10/83)
54	St. Petersburg, Fla.	Group W Cable	59,006	(12/83)
55	Allentown, PA	Twin County Cable	58,500	(8/83)
56	New Orleans, La.	Cox Cable	58,462	(9/83)
57	Akron, Ohio	Warner Amex	58,337	(12/83)
58	Pompano Beach, Fla.	American Cablesystems	58,000	(1/84)
59	Santa Barbara, Calif.	Cox Cable	57,960	(10/83)
60	Boston Complex (Malden), Ma.	Warner Amex	57,864	(7/83)
61	Monterey, Calif.	Western Communications	56,805	(1/84)
62	Harrisburg, Pa.	Sammons	56,793	(1/84)
63	El Paso, Texas	Group W Cable	56,400	(10/83)
64	Indianapolis, Ind.	Wabash Cablevision	56,379	(12/83)
65	Kansas City, Mo.	ATC	56,225	(9/83)
66	Sarasota, Fla.	Storer Cable	55,800	(12/83)
67	Columbus, Ohio	Coaxial Communications	55,000	(12/83)
68	Binghamton, N.Y.	NewChannels Corp.	53,312	(1/84)
69	Des Moines, Iowa	Heritage	53,078	(12/83)
70	New Britain, Conn.	United Cable TV	52,727	(11/83)
71	Hartford, Conn.	Times Mirror	52,603	(11/83)
72	Port Arthur, Texas	TCI	52,470	(12/83)
73	New Haven, Conn.	Storer	52,163	(12/83)
74	Ft. Lauderdale	Selkirk	51,100	(12/83)
75	Canton, Ohio	Warner Amex	51,086	(12/83)
76	Jackson, Miss.	ATC	50,875	(9/83)
77	Las Vegas, Nev.	Times Mirror	50,641	(12/83)
78	Westchester County, N.Y.	UA Cablesystems	50,000	(1/84)
79	Charleston, S.C.	Storer	49,300	(12/83)
80	Escondido/San Diego, Cty., CA	Times Mirror	49,702	(11/83)
81	San Rafael/Marin County, Calif.	Viacom Cablevision	49,500	(12/83)
82	Bridgeport, CT	Cablevision Systems	49,397	(10/83)
83	Shreveport, La.	ATC	48,950	(9/83)
84	Chattanooga, Tenn.	TeleScripps Cable	48,909	(11/83)
85	Reading, Penn.	ATC	48,850	(9/83)
86	Nashville, Tenn.	Viacom	48,197	(1/84)
87	Lexington, Ky.	Telecable	48,145	(12/83)
88	Chicago Suburbs, Ill.	Cablevision System Dev.	48,000	(7/83)
89	Medina (Peoria), Ill.	General Electric	47,727	(12/83)
90	Albuquerque, N.M.	Tribune Cable	47,600	(1/84)
91	Atlanta, Ga.	Prime Cable	47,355	(11/83)
92	Moline/Quint Cities, Ill.	Cox Cable	46,643	(10/83)
93	Worcester, Mass.	Greater Media	46,608	(10/83)
94	Hillsborough, Fla.	Group W	46,024	(12/83)
95	Northridge, Calif.	Cable America	46,000	(12/83)
96	Winston-Salem, N.C.	Summit Communications	45,707	(11/83)
97	Bakersfield/Kern County, Calif.	Warner Amex	45,569	(12/83)
98	Eugene, Ore.	Group W Cable	45,500	(1/84)
99	Fayetteville, N.C.	ATC	45,475	(9/83)
100	Lincoln, Neb.	MetroVision	45,452	(12/83)

Subscriber counts were requested as of 12/31/83.
Source: Subscriber counts are provided by the MSOs and individual systems for ICR Cable Information Service, a Nash Communications division.